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Ms Dilek Bicici, Ms Gülay Isler,
and Ms Elien Rens

CBPO Europe
Unamic / HCN - a Xerox Company

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Saray Mah.
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Ümraniye
Istanbul
34768
Turkey

Application for Employment as Supervisor

19 January 2016

Dear Ms Bicici, dear Ms Isler, dear Ms Rens,

it is with pleasure that I use this opportunity to introduce myself as an experienced, perfectly bilingual customer service agent and public relations specialist with extensive practice in the coaching of staff in corporate environments. In particular, I have in-depth and up-to-date knowledge of developments in technology and design of the mobile communications sector, as well as of emerging shifts in marketing methodologies that are geared to utilising social networking platforms and grassroots promotion systems in the realisation of long-term industry objectives. This background gives me a solid foundation for a thorough understanding of the specific technical, logistical and market-related issues which the mobile communications industry faces in the international arena.

I gained my first grounding in industry-specific practices of customer service and public relations as customer service officer at the National Exhibition Centre in Birmingham, England. Soon after I had completed my engagement with that employer, I gathered further pertinent experience, at a more senior level in a similar context, as call center agent for British Telecom in Southampton, England.

More recently I have worked in similar roles, on contracts that were related to particular projects and campaigns, for a prominent publisher of business publications - Vogel Verlag - in Würzburg, Germany, as well as for a major initiative in cultural exchange of a regional public institution. In parallel to these commitments I have had numerous consultancy assignments in varied public relations initiatives of educational institutions, media organisations, and investment consultants. My work in these contexts has in turn become the basis of independent research that I have carried out in the areas of edutainment and lifestyles, and the role of consumer-managed digital media in the marketing of mobile communications products.

My long exposure to the administrative processes by which dialogue-based marketing processes are typically supported, combined with my profound knowledge of other, related business sectors, have given me a quick and insightful grasp of trends and probabilities in business development as well as of the dynamics of public opinion. Particularly in a position such as the one for which I am now introducing myself, I am able to bring this experience to bear very effectively and with a very practical and quick understanding of special processes that are to varying extents associated with the principal marketing functions in a narrower sense, such as - for example - webinars, remote maintenance, and complaints management, statistical analysis, database administration and high-volume processing of documents.

I will be delighted to have the opportunity of offering my continued support in the new role to which I now seek to be appointed. Looking forward to receiving your valued response to my application, I remain, for now, with thanks for your friendly attention.

Yours sincerely, Ingo Porada



* 21 September 1957 in Otjwarongo
∞, one daughter

Public Relations Strategist

Fundamentals

postgraduate studies of comparative social and cultural sciences and of mathematics in Amsterdam, Pretoria, Sheffield and Tokyo - 1984 to 2001

Selected Professional Credentials

- Certificate in Management Studies, Crawley College of Technology - 1979
- Grad. ISM, Institute of Supervisory Management - 1980
- Fellow, Institute of Executives and Managers - 1982
- Student, Institute of Export - 1983

Call-Center-Agent Market Researcher

- National Exhibition Centre, Birmingham - 1987 and 1988
- British Telecom, Southampton - 1993 and 1994
- DataM-Services, Würzburg - 2010
- in-cito Prof. Sponholz & Partner, Würzburg - 2011
- Main Makler, Würzburg - 2013
- CEB Bankshop, Dresden - 2013

Media Consultant / Press Secretary

- Community Roots Trust, London - 1984 and 1985
- South West Africa People's Organisation, London and Windhoek - 1989 to 1992
- National Assembly of Namibia, Windhoek - 1996 and 1997
- Afro-Asian Book Council, 2005 to 2007 - Delhi and Johannesburg
- Independent Schools Association of Southern Africa, Johannesburg - 2006

Highlights

- development of innovative approaches to lifestyles marketing
- analytical work in identifying technology-driven public relations trends

Motto

'One can not judge the excellence of a river from the point of view of a canal.'